

- Business growth of Bike-Share -

Introduction

- For bike-share business, it is important to increase the numbers of users and to increase the registered users will maximize the profit.

Objective

- Leverage the bike-share dataset to enhance the benefit of business.
- Analyze patterns of casual users and registered users.

Data Overview

- Dataset is 731 instances and 16 variable from UC Irvine.
- As linear regression analysis, month influences largely to casual and registered users.

Insights

- There is an apparent bias in the frequency of using bike-share by January and February.

Action

- For the further business growth, place a sales campaign to stimulate for bike-share of potential and current casual users in January and February.

